

## **Sara Lee Bakery Group**

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The table is cleared, the dishes are washed and the cookie jar is open. What do you reach for every night after dinner? Americans throughout the twentieth century have devoured Sara Lee Bakery products, enjoying the wonderful morsels and desserts that the Sara Lee Bakery Group continually introduces year after year. The Sara Lee Bakery Group's products, which have provided consumers quality products without the hassle of cooking them themselves, would not have come to the attention of the public without key marketing research and advertising.

The Sara Lee Bakery Group started out as a small Chicago bakery, founded by Charles Lupin in 1951. The original name of the bakery was the Kitchens of Sara Lee, named after Lupin's eight-year-old daughter. Immediately the Sara Lee cheesecake became a favorite. Bought by the Consolidated Food Corporation (CFC) in 1956, the Kitchens of Sara Lee became one of the many businesses owned by this immense corporation. However, in 1985, the Sara Lee name began to stand out. CFC found that it needed a name people would respect and remember if CFC planned on making marketing inroads. In a research study, CFC determined that consumers related the name "Sara Lee" with quality products. The name also reminded consumers of a delightful young girl. Thus, the CFC became Sara Lee in 1985.

Sara Lee is best known for its first-rate household baked goods. The Bakery Group made prepared frozen desserts, which enabled housewives to offer a delicious after-dinner

treat without the painstaking hours of baking. Many “Baby Boomers” could tell you they remember mom serving that famous cheesecake that won America’s heart.

In addition to their frozen desserts, the Sara Lee Bakery Group has added other products to its offerings. Some of these products include fresh bakery bread, rolls, bagels, pies, deli meats, cheeses, and condiments. The Bakery group is the second largest packaged products producer in the United States.

In hopes of meeting the needs of the people, Sara Lee developed new products. In 2002, the Sara Lee Corporation decided to create a bread for the forty percent of children who do not like eating bread crusts. This bread was the Sara Lee Crustless bread. The development of a low-carb bread, called Sara Lee Delightful, came as a result of Sara Lee discovering that over 2.6 million people had experimented with low-carb dieting in 2001. More recently, Sara Lee introduced another new type of bread. It is a whole-grain bread that is kid-friendly. This white bread, called “Soft and Smooth,” makes kids happy, and it is something moms can feel good about their kids eating.

The Bakery Group has recently been very involved in advertising. In 2000, to promote their products, Sara Lee brought back their popular “Nobody doesn’t like Sara Lee” jingle which was last used in 1996. This jingle replaced the slogan the company was using at that time, “Add some delicious to your life”, which was originally introduced in 1998; this was also the same year that the Sara Lee Bakery Group brought back television advertisements as it returned after two years of silence to the small screen, doubling their advertising budget. The commercials were aimed at both the younger and older audience. With advertising at its height in America, what better way to bring Sara Lee into everyone’s lives?

The Sara Lee Bakery Group has grown extensively since its inception, from a local business to a global corporation, as it continues to meet the needs and tastes of the general public. This immense growth was made possible by key marketing research and strategic advertising. With this great history and bright looking future, it is sure to stay on the top. After all, "Nobody doesn't like Sara Lee." [From Bruce Campbell, "Rechristening the Company," Working Woman, 1986; Mindy Charski, "Publics Touts Crust-Free Bread," Adweek, 2002; Matt Hall, "Carb Outlook 2004: Consumers Will Ring in New Year with a Return to Moderation and Taste, Experts Say," Sara Lee Bakery Group, Inc. Dec. 29, 2003; Scott Hume, "Sara Lee Indulges in New Strategy," Adweek, Oct. 19, 1998; David Leonhardt, "Sara Lee: Playing with the Recipe; it's Bent on Making Better use of Disparate Brands," Business Week, 1998; Sara Lee Corporation. "Our Company; History/Timeline," c2003a. <[http://www.saralee.com/ourcompany/history\\_timeline.aspx](http://www.saralee.com/ourcompany/history_timeline.aspx)> (Jan. 8, 2006); Sara Lee Corporation. "Sara Lee Brand," c2003b. <<http://www.saralee.com/>> (Nov. 15, 2005); and Stephanie Thompson, "Sara Lee Counts on Nobody Not Liking New Frozen Entrees," Crain's Chicago Business, 2000.]